

# Proclamation

- WHEREAS*, Coastal Cleanup Day provides an opportunity to recognize the need to protect the ecological health and beauty of Alameda; and
- WHEREAS*, Alamedans take great pride in their city's natural beauty and support a clean and safe environment in which to live and raise their children; and
- WHEREAS*, litter such as food wrappers, beverage containers, cigarettes, and smoking-related materials comprise approximately 80% of the debris found in past Coastal Cleanup Day events, represent the majority of trash found in the watershed and along the shoreline, and have repercussions on coastal economic activities; and
- WHEREAS*, plastic debris and cigarette filters threaten water quality, public safety, and aquatic ecosystems; are a transport mechanism for toxic substances in the marine environment; and ingestion of this material by animals can cause malnutrition, starvation, and even death; and
- WHEREAS*, Coastal Cleanup Day will be observed by other communities and organizations throughout the nation and provides an opportunity for the City to work together with business, industry, environmental groups, community organizations, and residents for a prosperous and sustainable future; and
- WHEREAS*, Coastal Cleanup Day is a way for all Alameda residents to protect the beautiful California coastline by removing litter from beaches, shorelines, streets, parks, and neighborhoods, thereby reducing the harmful impacts caused by both litter and urban runoff, and restoring the natural beauty of the waterways; and
- WHEREAS*, the City of Alameda Public Works Department will sponsor a Coastal Cleanup Day event in partnership with the Alameda Recreation and Parks Department, Alameda County Industries and the East Bay Regional Park District, between 8:30 a.m. and noon on September 17th.

*NOW, THEREFORE BE IT RESOLVED*, that I, Marie L. Gilmore, Mayor of the City of Alameda, do hereby proclaim September 17 as

## COASTAL CLEANUP DAY 2011

and invite all Alameda residents, businesses, civic groups, government agencies, and other organizations to participate.

*Marie L. Gilmore*

Marie L. Gilmore  
Mayor

City Council  
Agenda Item #3-A  
09-06-11